

March 28, 2007

Chief Marketing Officer Updates

- NEW! State of Vermont Brand Color Palette cards available
- REMINDER: Using Marketing in the Know as an outreach tool

Educational & Collaborative Opportunities

- Vermont Lottery is seeking a new Marketing and Sales Director

Chief Marketing Officer Updates

NEW! State of Vermont Brand Color Palette cards available

Audience: Marketing and outreach staff, Web/IT

Statewide marketing resources, tools, guidelines, and standards are continually being developed to ensure state entities needs are being met. These efforts are supporting the objective of improving marketing activity coordination. A brand color palette card has been created to assist you when using color in design (web or print) and printing processes for State of Vermont marketing, educational and outreach materials. The colors on the cards are an exact match to the Pantone® colors listed in the *Vermont Brand Standards and Guidelines* providing you a guide for color accuracy and consistency. The cards are available free of charge and may be distributed to outside printers, designers, and web/IT personnel that you work with frequently for design and color matching reference. To order a card or a number of cards please send your name, title, department, mailing address with 9 digit zip, and number of cards requested to marketing@state.vt.us. Questions, call Kate Westbrook at 828-3367.

If you would like to see an example of the card (not for print) please visit the CMO website at <http://www.cmo.vermont.gov/>.

REMINDER: Using Marketing in the Know as an outreach tool

Audience: ALL

Marketing in the Know currently reaches marketing, web/IT, business managers and business office staff working in state agencies, departments, divisions, programs, and other state entities. One of the main purposes of this communication is to use this as a channel for sharing information on your own marketing and outreach events or projects. This e-mail format is designed to allow readers to quickly scan and find information that is most important to them and it is a great way to share information with fellow state entities. Anyone receiving this weekly communication may submit items to be shared with this statewide audience. Submitted items will be reviewed for applicability to the audience and for the required communication elements. To submit project or event listings contact the CMO's office at marketing@state.vt.us. Questions contact: Christine Werneke at 828-2999 or Kate Westbrook at 828-3367.

Educational & Collaborative Opportunities

Vermont Lottery is seeking a new Marketing and Sales Director

Audience: Marketing and outreach staff

The Vermont Lottery seeks a strong marketing and sales professional, with excellent writing skills, to plan, manage and administer a comprehensive program of marketing, communications and sales for all Vermont Lottery products, and serve on the Lottery's management team. The position reports directly to the Executive Director.

Duties include development and implementation of marketing and sales strategies, product and web site development, budgeting, project management and contract administration. Must be able to function successfully in a team orientated atmosphere, and supervise a dedicated professional, technical and clerical staff.

This individual will have considerable knowledge of marketing, sales and communication principles and practices, advertising strategies and techniques, web site development and public relations strategies. A working knowledge of the Vermont Lottery, or lottery programs in other states, is a significant plus. In addition, the individual will have a Bachelor's degree in Business, Marketing, Public Relations, Communications, or a related field, with at least four years of professional level work in marketing, advertising, or public relations. For more information, please visit www.statejobs.info.

To be added to the distribution list for the weekly marketing communication, send an e-mail to Kate Westbrook with your name and which agency or department you belong to marketing@state.vt.us.